

# Sindy®

**2400  
TVR  
ADVERTISING!**

Check Out  
Sindy's  
New Website  
[www.sindy.com](http://www.sindy.com)

- ♥ Clear number two fashion doll brand!
- ♥ 28% sales increase vs Barbie's UK decline!
- ♥ Cool tech intros with traditional play patterns!
- ♥ Even stronger value focus vs competition!
- ♥ Sindy TV support - 2,400 TVRs (outspent Barbie Jan-June)!
- ♥ Targeted to younger girls 3 - 6 years, it's working!



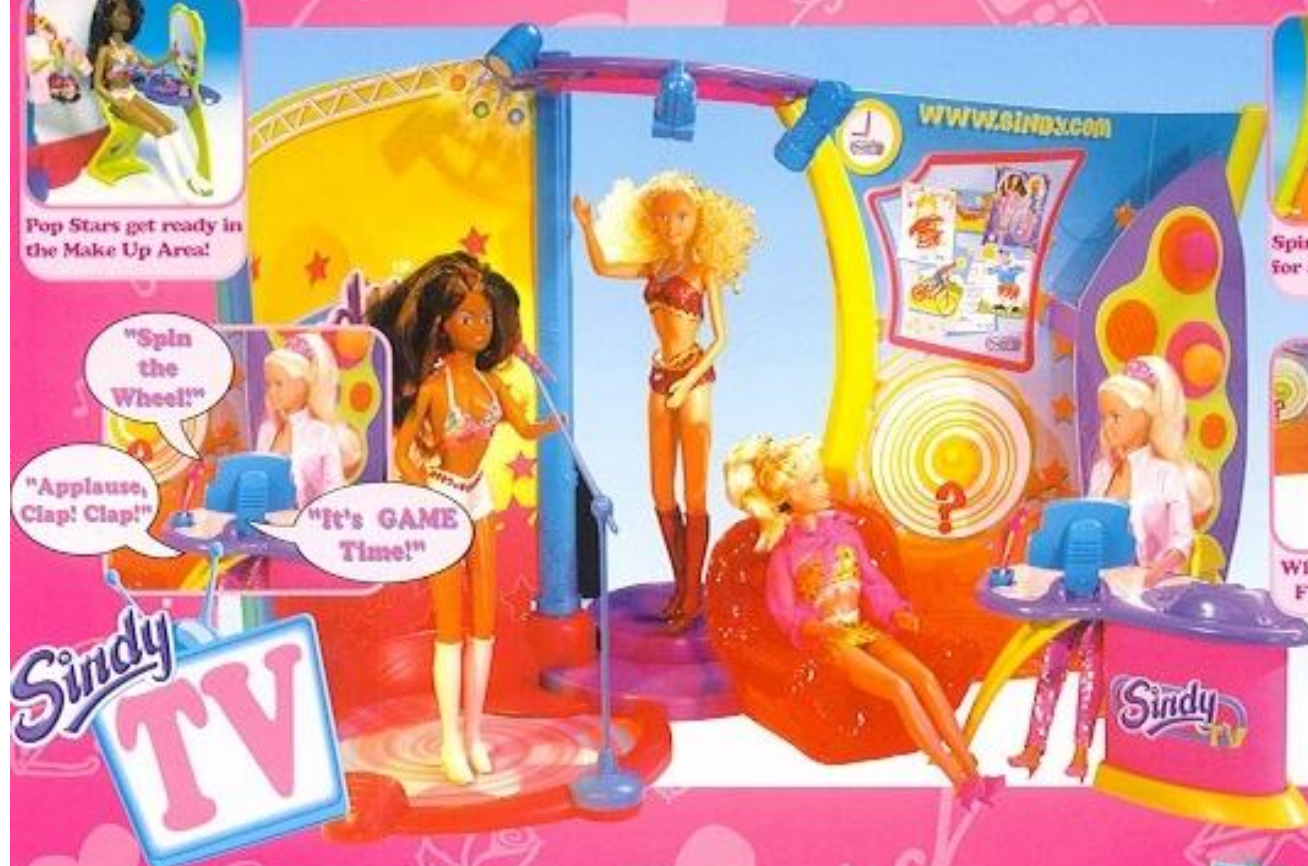
Pop Stars get ready in the Make Up Area!



Spin the Magic Wheel for a Quiz Game!



Who will win Flickball?



## Sindy TV

Now girls can put on their own TV show with Sindy TV. Interview their favourite stars, play fun packed games, there's even a dressing room where their favourite bands can get ready. It's just like all their favourite morning TV shows!

Features electronic sound effects and special voice introductions. Includes Sindy fashion outfit. Dolls not Included.

Requires 3 AA batteries - Available - April

Ref 26670

**VIVID**  
IMAGINATIONS®

**When You're Number 2, You Try Harder!**



# Sindy

Loves to be cool!

beach fun

**Cool! Jewel stickers for you and Sindy!**

**Beach Fun Sindy**

Sindy looks so dazzling in her new sparkling bikini!

Available - December

REF 26390

**Hot Pop Stars Sindy+Mel**

Wow! Sindy and Mel look so trendy in their popstar outfits! Their new boots are just so cool. Girls can also help Sindy dress up with fantastic jewel stickers.

Available - December

REF 26400

hot pop star

**Sticker Sindy's tee shirt with the cool Transfers!**



**Sindy Fashion Collection**

Assortment of four different fantastic outfits and accessories

Available - December

REF 26530

**Manchester United Crazy Sindy**

Sindy is a big supporter of Manchester United and she looks so cool in her Manchester United shirt dress. You can wear her scarf friendship bracelet and there's even a set of stickers to customise her dress!

Available - December

REF 26660





# Sindy

## Digimon Sindy

New Digimon Cool Sindy comes with authentic Digimon beads to dress Sindy's hair with.

Create funky styles using the magic hair beads and styler included.

Available - December

REF 26690

**Extra value!**  
**Includes Digimon Body art transfers**



"Hello, I'd like to get the girls together at the disco"

"That reminds me! Have you seen Robbie's new haircut today? He looks cool!"

"Hi! Would you like to have an ice cream at the cafe?"

## TALKING PHONE \*

over  
**1000**  
phrases



### Talking Phone Sindy

Girls can call Sindy with this cool mobile phone. It's just like Sindy's! Just dial Sindy's number and you can talk to each other for as long as you like!

Requires 3 x AAA batteries

Available - April

REF 26500



**You can really phone up and talk to Sindy!**

## Mega Sounds Cafe

The perfect place to have a Sindy party and invite all her friends! This fun packed Cafe with real cafe sounds transforms into an electronic Disco, with flashing lights and party music! Packed with accessories including drinks machine, kitchen utensils, menu cards, tray, cutlery, seating and more!

Requires 3 AA batteries

Available - Now

Ref 26270

BATTERIES NOT INCLUDED

# MEGA SOUNDS CAFE



**Cafe transforms into Mega Disco!**

**Disco lights flash with the music!**

**Press discs to hear 3 different disco tracks!**



# Sindy

## Loves

## to care

"Slurp Slurp"

**Feed baby Emma with her bottle!**

"Waaa Waaa"

**Take the bottle away too early and baby Emma cries!**

"Giggles Giggles"

**Now she's happy and has had enough to drink, she's ready for sleep!**

"Zzzz Zzzz"

### Puppy Feed and Love Sindy

Sindy's dalmatian puppy Domino takes a lot of love and care! Is Domino hungry or thirsty?

Try feeding him with a biscuit, if he whimpers unhappily he must be thirsty! Let him drink from his bowl and he'll let you know that he is happy with a loud bark! Once Domino is full, he will start snoring as he goes to sleep!

Requires 3 x AG13 Batteries - Included  
Available - December  
REF 26740



### Baby Feed and Love Sindy

Baby Emma must be hungry! It's feeding time! Listen to her drink her bottle, but make sure you give her enough. When she's finished, she will be ready for sleep; Goodnight Baby Emma!

Requires 3 x AG13 Batteries - Included

Available - December  
REF 26480



"Whimper Whimper"

**Is puppy Domino hungry...? No!**

**Is he thirsty? Yes he's barking happily!**

"Crunch Crunch"

"Slurp Slurp"  
Bark! Bark!

"Zzzz Zzzz"

**Time for a sleep!**

### VET & RIDER

#### Animal Hospital Vet and Rider Sindy

Two outfits in one! Vet Sindy can make her beautiful Palomino horse Zoe better with colour change magic. Then she can ride off in her cool riding gear! Great value playset includes riding tack, hat, boots, stethoscope, sponge and bandage.

Available - Now  
Ref 26280

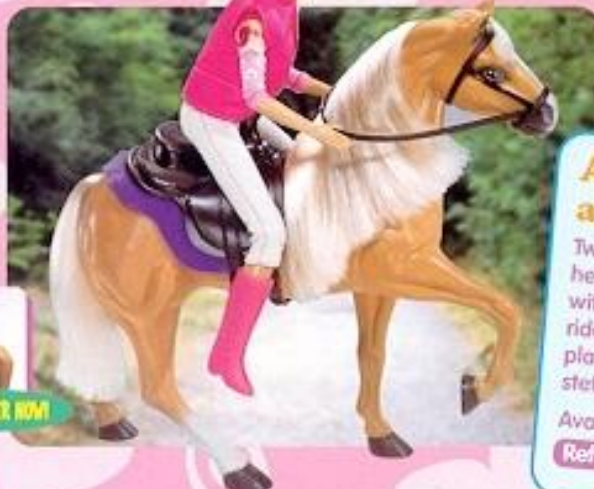
**SINDY'S A VET TOO!**



**FIND THE HURRY!**

**APPLY THE BANDAGE!**

**ALL BETTER NOW!**





# Sindy

## Loves Fantasy

**Raise  
Sindy's  
Leg!**



**Magic Moves  
Ballerina**

**See! Her head  
turns as her  
arms lift!**



**She  
performs  
the splits**



**Sindy  
magically  
performs  
beautiful  
ballet moves  
like a real  
ballerina!**



**Magic Moves  
Ballerina**

Sindy magically performs  
beautiful ballet moves.  
Just like a real ballerina!

Available - December

REF 26370



**Swimming  
Mermaid Sindy**

Wow! Sindy is a lovely  
mermaid and she really swims!  
She loves going swimming  
with her two special twins!

Available - December

REF 26450



**Remove  
Sindy's mermaid  
tail to reveal  
her stunning  
bikini!**

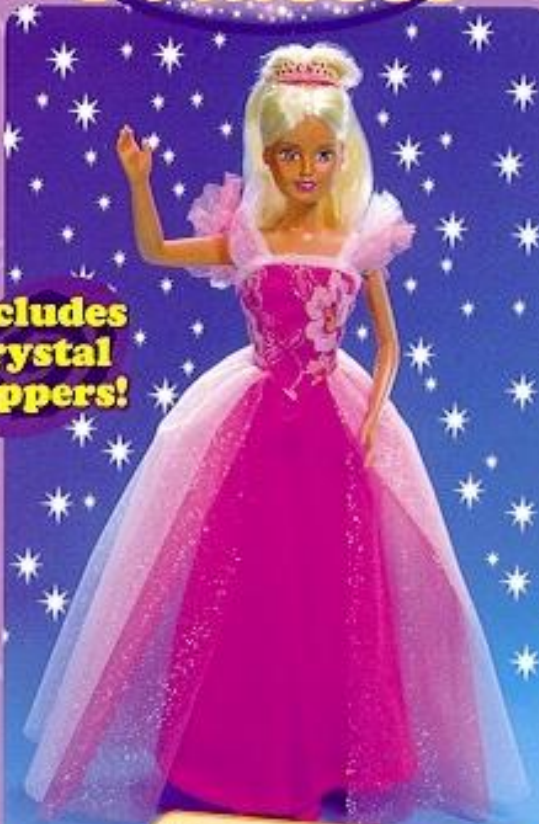


**Sindy  
really  
swims!**



**FAIRY TALE  
Princess**

**Includes  
crystal  
slippers!**



**Fairy tale Princess**

Sindy looks just fabulous in  
her beautiful Party dress!  
Includes a stylish hairbrush,  
a princess crown and crystal  
slippers.

Available - December

REF 26620

**SWIMMING  
MERMAID**



# Sindy

## Secret Whispers

**Wear the Magic earrings and Sindy whispers her secrets only to you!**



"Can I tell you a secret?"

"I wish I was a princess!"

"I want to be a pop star!"

### Secret Whispers Sindy

Sindy will tell you all her secrets when you hold her close to you.

Wear the magic earrings... and she will whisper only to you. Sindy has lots of secrets to share!

Includes a beautiful dress with flowing train and matching magic earrings for girls to wear and to unlock Sindy's secrets.

Requires 3 x AG13 Batteries - Included

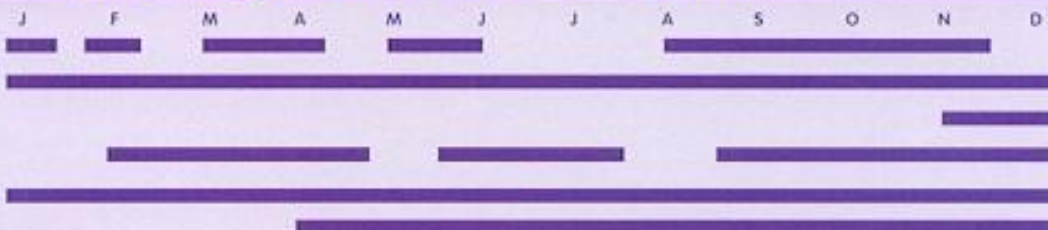
Available - April

REF 26440



### Advertising and Promotion Planner 2001

TV Advertising 2400 TVR's  
Sindy Comic  
40th Anniversary Launch  
PR / Competitions  
Sindy Web Site  
Third Party Licensing



### Product and Pack specifications

Colour and specification subject to change

Ref No.	Description	Outer Pack	Pack Style	Available	Barcode	Pack Dimensions	TV
						H x W x D	
<b>Sindy Loves to be cool</b>							
26390	Beach Fun Sindy	12	Window	December	502 512 326 390	8 325 x 80 x 55	
26400	Hot Popstar Sindy	6	Window	December	502 512 326 400	4 325 x 100 x 55	
26410	Hot Popstar Mel	6	Window	December	502 512 326 410	3 325 x 100 x 55	
26660	Manchester United Crazy Sindy	6	Window	December	502 512 326 660	2 325 x 135 x 55	
26530	Sindy Fashions Assortment	24	Blister Card	December	502 512 326 530	8 300 x 100 x 10	
26690	Digimon Sindy	6	Window	December	502 512 326 690	6 325 x 135 x 55	
26500	Talking Phone Sindy	6	Window	April	502 512 326 500	1 325 x 200 x 55	✓
26270	Mega Sounds Cafe	4	Closed Box	Now	502 512 326 270	3 400 x 500 x 150	
26670	Sindy TV	4	Closed Box	April	502 512 326 670	1 TBA	✓
<b>Sindy Loves to care</b>							
26480	Baby Feed and Love Sindy	6	Window	December	502 512 326 480	6 325 x 150 x 55	✓
26740	Puppy Feed and Love Sindy	6	Window	December	502 512 326 740	1 325 x 150 x 60	
26280	Animal Hospital Vet + Rider Sindy	6	Closed Box	Now	502 512 326 280	2 335 x 420 x 100	
<b>Sindy Loves Fantasy</b>							
26620	Fairy tale Princess	6	Window	December	502 512 326 620	6 325 x 135 x 55	
26370	Magic Moves Ballerina	6	Window	December	502 512 326 370	0 325 x 135 x 55	✓
26450	Swimming Mermaid Sindy	6	Window	December	502 512 326 450	9 325 x 150 x 55	✓
26440	Secret Whispers Sindy	6	Window	April	502 512 326 440	0 370 x 303 x 103	✓

**VIVID**  
IMAGINATIONS

Tel: 01428 644 445

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E-Mail: info@vividimag.co.uk

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Name: **BEACH PARTY SINDY**  
Item/Asst No: 26850

Beach Party Sindy  
Barcode: 502512326851 4

Beach Party Mel  
Barcode: 502512326852 1

Beach Party Sindy (Brunette)  
Barcode: 502512326853 8

**Item Description:**

- Assortment of 3 dolls.
- Dolls wear cool swimsuits!
- New pack style which includes a cut out Surf Board.
- New packaging with Euro Hook or Free standing.

Age: 3 +

Batteries: N/A



**Beach Party**  
*Sindy*

Available:	December 2001
TE:	N/A
Pack Size (gross weight):	295 x 100 x 65
Pack Style:	Open Display Card
Master Carton Qty:	6

*Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy*

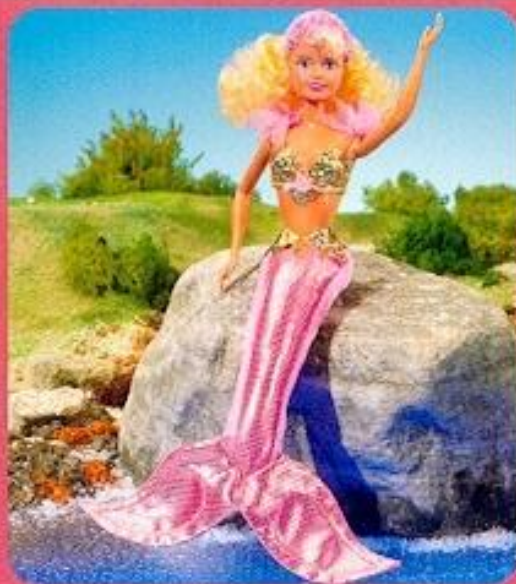
Name: **PRINCESS MERMAID SINDY**  
Item/Asst No: 26890  
Barcode: 502512326890 3

**Item Description:**

- New low price point Mermaid.
- Features soft pink tail.
- Suitable for bath time.

Age: 3 +

Batteries: N/A



*Princess Mermaid*  
*Sindy*

Available:	December 2001
TE:	N/A
Pack Size (gross weight):	325 x 100 x 55
Pack Style:	Window Box
Master Carton Qty:	6

*Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy*

Name: **FAIRY BALLERINA**  
Item/Asst No: 26865  
Barcode: 502512326865 1

**Item Description:**

- Sindy looks dazzling in her sparkling Sugar Plum tutu.
- Articulated to perform as a Star Ballerina!

Age: 3 +

Batteries: N/A



*Fairy Ballerina*  
*Sindy*

Available:	December 2001
TE:	N/A
Pack Size (gross weight):	325 x 100 x 55
Pack Style:	Window Box
Master Carton Qty:	6





Sindy can magically Hula!

# HULA

## Sindy

Available:	December 2001
TV:	310 TVRs Spring TV
Pack Dimensions (mm):	325 x 150 x 55
Pack Style:	Window Box
Master Carton Qty:	6

Name: **MAGIC HULA SINDY**

Item/Asst No: **26895**

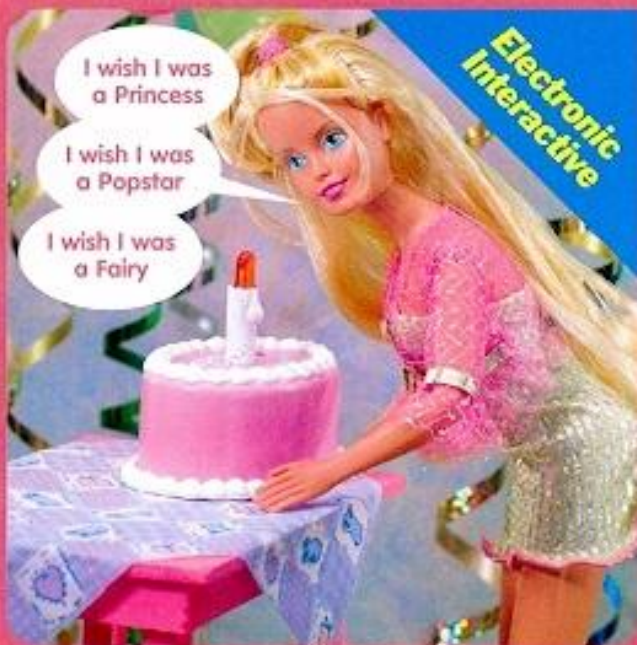
Barcode: **502512326895 8**

Item Description:

- Sindy can magically Hula!
- She wears a cool hawaiian outfit.

Age: **3 +**  
Batteries: **N/A**

Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy



Sindy can blow the candle out!



Candle really glows!

# Birthday Surprise

## Sindy

Available:	December 2001
TV:	340 TVRs Spring TV
Pack Dimensions (mm):	325 x 150 x 55
Pack Style:	Window Box
Master Carton Qty:	6

Name: **BIRTHDAY SURPRISE SINDY**

Item/Asst No: **26855**

Barcode: **502512326855 2**

Item Description:

- Features Magic Birthday Cake.
- Proximity sensors allow Sindy to magically blow out the LED candle.
- Sindy's friends wish her Happy Birthday and when the candle goes out, Sindy makes a secret wish.
- Ideal birthday party present!

Age: **3 +**  
Batteries: **3 x LR44 Included**



Features  
Sounds and  
Lights



The moon lights up and  
plays music!

## Magic Musical Moonlight Sindy

Available:	July 2002
TV:	360 TVRs Autumn TV
Pack Dimensions (mm):	325 x 180 x 55
Pack Style:	Window Box
Master Carton Qty:	6

Name: **MAGIC MUSICAL MOONLIGHT**

Item/Asst No: **26875**

Barcode: **502512326875 0**

Item Description:

- Sindy is a girl's best bedtime friend.
- Girls can take their soft cuddly Sindy to bed with them and the Magic Moon will light up and play "Twinkle, twinkle little star".
- The moon can be activated with or without Sindy.

Age: **3 +**

Batteries: **3 x AAA Included**

Sindy

Sindy

Sindy

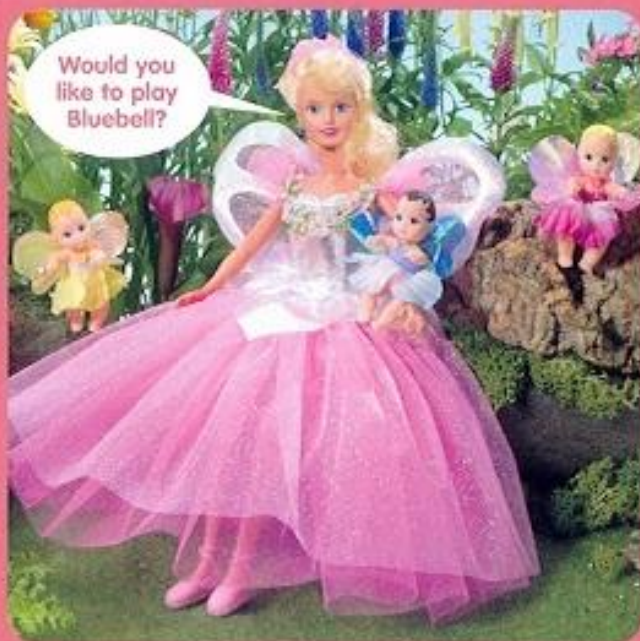
Sindy

Sindy

Sindy

Sindy

Sindy



Buttercup, Bluebell  
and Rosebud!

## Fairy Princess & Flower Triplets Sindy

Available:	July 2002
TV:	390 TVRs Autumn TV
Pack Dimensions (mm):	325 x 200 x 55
Pack Style:	Window Box
Master Carton Qty:	6

Name:

**FAIRY PRINCESS AND FLOWER TRIPLETS**

Item/Asst No: **26860**

Barcode: **50251326860 6**

Item Description:

- Sindy comes with her little triplets, Rosebud, Buttercup and Bluebell.
- Sindy recognises and talks to each triplet.
- Touch sensitive technology makes it seem like magic!
- Sindy wears a beautiful fairy dress and the babies come in cute flower petal beds.

Age: **3 +**

Batteries: **3 x LR44 Included**

Electronic  
Interactive





**Cool Heart-Shaped Backpack!**

**Holiday Fun**  
**Sindy**

Available:	December 2001
TV:	N/A
Pack Dimensions (mm):	290 x 285 x 60
Pack Style:	PVC Presentation Bag
Master Carton Qty:	6

**Name:** HOLIDAY FUN SINDY

**Item/Asst No:** 26910

**Item Description:**

- Sindy is dressed for the beach, wearing her sarong and cool sunglasses
- Real sunglasses and Party Nails for the girl included in the pack along with 2 cool sets of stickers
- Doll and accessories packed in a trendy backpack

**Barcode:** 502512326910 8

**Age:** 3 +

**Batteries:** N/A

Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy Sindy



**Patti gets ready to throw confetti!**

**Beautiful Bride & Bridesmaid**  
**Sindy**

Available:	December 2001
TV:	N/A
Pack Dimensions (mm):	325 x 180 x 55
Pack Style:	Window Box
Master Carton Qty:	6

**Name:**

**BEAUTIFUL BRIDE SINDY & BRIDESMAID** **Item/Asst No:** 26870

**Item Description:**

- Sindy looks beautiful in her stunning wedding dress
- She's accompanied by her pretty little bridesmaid Patti
- Patti gets ready to throw confetti!

**Barcode:** 502512326870 5

**Age:** 3 +

**Batteries:** NA